



Press Release

From November 25 to December 1, the City of Laayoune Hosts the 2018 Practical Impact Alliance Co-Design Summit

Entrepreneurship: a culture we can instill. You can be born an entrepreneur, but you can also become one.

For the first time in Morocco, from **November 25 to December 1** in Laayoune, the Phosboucraa Foundation is co-organizing with **MIT D-LAB**, a program of the prestigious Massachusetts Institute of Technology, the **2018 Practical Impact Alliance Co-design Summit**.

Led by **MIT D-Lab**, the **Practical Impact Alliance Co-design Summit** promotes a new catalytic approach to local entrepreneurship based on its collaborative design methodology. This exclusive training, provided by MIT experts, supports aspiring entrepreneurs on their path to creativity and innovation by promoting the development of collaborative solutions to local socio-economic challenges.

This summit is an ideation laboratory that promotes discussion, learning, and experimentation. It follows a three-week pre-selection phase, held from October 12 to November 2, for youth from the three Southern regions who are motivated by and interested in entrepreneurship.

For the first time in the Laayoune region, the summit brings young aspiring entrepreneurs, contributors to the local and national entrepreneurial ecosystem, as well as the members of MIT's Practical Impact Alliance (PIA) together in workshops.

In addition to kick-starting relationships and conversations around the development of the regional innovation and entrepreneurship ecosystem, the summit is, above all, an opportunity for young aspiring entrepreneurs from the Southern regions and local entrepreneurship contributors to think of entrepreneurship differently. Each project team will focus on exploring areas of opportunity or economic and social need, generating ideas for entrepreneurial solutions, and transforming ideas into prototypes.

At the end of the five workshop days, the groups will present their projects and prototypes during a closing ceremony that will take place on **Friday, November 30, at the Palais des Congrès de Laayoune**.

Moreover, a support and evaluation phase for the projects will follow the summit. To this end, MIT D-Lab will offer the Phosboucraa Foundation a follow-up and support plan for the summit's projects, which will be implemented by the Foundation in the coming months. MIT and the Phosboucraa Foundation will design a subsequent phase of the project in accordance with the results of this first phase.